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ABSTRACT

Information about instructional television (ITV) programing in the Philippines is summarized in this three part document. An outline of the status of the Center for Educational Television, Inc., (CETV) and a description of its current activities and financial support are provided in the first section. A narrative review of both CETV and other Filipino ITV operations is then presented under the title "Instructional Television Today." This section discusses the development, finances, and successes of ITV in the Philippines during the last several years. The annual report of CETV for the fiscal year 1972-73 is presented in the final section, which also briefly discusses CETV's relationship with Manila University and the effect of the declaration of martial law on mass media organization. (MC)

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# Television in the Philippines.

The Center for Educational Television, Inc.
Ateneo de Manila University Campus
Quezon City, Philippines

April 1973

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THE CENTER FOR EDUCATIONAL TELEVISION, INC.
Ateneo de Manila University Campus
Quezon City, Philippines

A. PURPOSE

To develop and implement an instructional television facility and system which will serve public and private schools throughout the Philippines.

B. HISTORY

Planning was begun in 1958. A pilot operation phase was started in 1964 and has been completed.

C. DESCRIPTION

1. Activities and Products

CETV offers seven services to receiving schools:

a. Production: CETV develops instructional television programs and produces them in the form of telecourses on videotape.

Telecourses consist of approximately fifty 15 to 25 minute lessons televised twice a week. The following telecourses have been produced on the elementary and secondary levels: Art, Biology, English, Geography, Music, Physics, Pilipino, Science, and Social Studies. This telecourse library will be built up at the rate of 8 to 10 telecourses per year.

b. Transmission: CETV broadcasts the telelessons according to a regular schedule for a total of thirty (30) lessons per week.

Three methods of transmission are used:

Closed Circuit system to four schools near CETV.

2500 Megahertz system for especially equipped schools in the Manila area.

Open Broadcast system for schools within 200 kilometers of Manila.

Videotape distribution is planned via commercial TV stations in seven cities throughout the country.

c. Publication: CETV develops and publishes printed lesson materials to be used by classroom teachers and students in connection with the telecourses

d. Training: CETV trains the administrators and teachers of potential receiving schools in the use of broadcasts and printed materials.

e. Maintenance: CETV provides maintenance for the television receivers used by the receiving schools.

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f. Coordination: CETV provides information needed by receiving schools and obtain feedback on the effectiveness of lessons and CETV services.

g. Research: CETV analyzes evaluative data on its services to provide guidelines for improvements and future innovations.

2. Organization and Support

The CETV was originally a project of Ateneo de Manila University and The Ford Foundation but is now an independent non-stock, non-profit foundation financed by contributions from the private sector.

Fiscal policy is determined by a Board of Directors (primarily executives from outside the field of education) and educational-pedagogical policy is determined by an Educational Council made up of senior educators.

A closer liaison with the Department of Education is now being worked out.

3. Staff

At present there is a full time staff of 52 including administrative, production, technical, and other personnel.

4. Facilities and Budget

CETV occupies a separate building on the campus of Ateneo de Manila University. The land, building, and equipment are valued at US$331,000. The telecourse library is valued at $121,600. The average cost to produce a telecourse is about $10,600. The annual budget of the Center is $103,400.

5. Participants

117 public and private schools and over 100,000 elementary and secondary students, mostly in the greater Manila area, participated in the project.

D. PRESENT STATUS

Now, a multi-faceted ITV program (high quality instruction for students, pre- and in-service training for teachers and curriculum modernization) is being prepared for integration into the educational system. It will initially reach approximately 2,000 public and private elementary and secondary schools in 30 cities and municipalities throughout the country; and effect over 2,000,000 students a year.

E. OF INTEREST TO INNOVATORS

1. Special Features

CETV is an excellent example of an attempt to apply a systems approach to solving an educational problem. The staff can provide a clear rationale for each step in the development of the ITV (Instructional Television) system.

2. Programming

CETV is presently producing only ITV programs. In practice, this means that the television lessons are the central component of regular credit courses conducted in a formal school setting. CETV provides the supplementary printed materials and trains the teachers to conduct the courses. Plans are to re-write each course at five year intervals to ensure against out-dated material.

CETV does not presently produce programs designed to supplement conventional courses.

A Pre-School Children's Series and other programs for adults are being planned to be used in non-formal and out-of-school settings.

3. Local Factors

While all aspects of the project are affected by local conditions, the project does not appear to depend on any unusual local conditions for its success.

4. Problems

Because the CETV is privately financed, fund raising is a major, continuing activity.

5. Evaluation and Research

A large-scale, controlled evaluation of the program is scheduled for 1973-1974, and should offer educators throughout the world a unique opportunity to assess the impact of ITV on the Philippine educational system.

F. ADDRESS

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Note: This report was prepared by INNOTECH, The Regional Center for Educational Innovation and Technology of the Southeast Asian Ministers of Education Organization, 39 Newton Road, Singapore 11; and, updated with details by The Center for Educational Television.

April 1972

The Center for Educational Television, Inc
Ateneo de Manila University Campus
Quezon City, Philippines

FOR EM

# INSTRUCTIONAL TELEVISION TODAY

This report will review the status of the Center for Educational Television in particular and of instructional television in the Philippines in general as it is today. A realization of its present stage of development will indicate what can be realistically expected of the Center right now. Plans for the future will reveal what the goals of the Center are. Financing and the Center-Department of Education relationship are two conditions affecting the viability of instruction by television in the future.

## Status of the Center for ETV

The Center for Educational Television is a foundation for public service: a non-stock, non-profit corporation registered with the Securities and Exchange Commission in May 1968; and, certified as a foundation by the National Science Development Board in June 1968. Its primary interest is research and development of instructional television in Philippine education.

The Center is in a pilot program stage of development with three principal objectives: to set up an efficient operation for servicing a limited number of schools receiving instruction by television in the Greater Manila area; to undertake an intensive research program; and, to prepare development plans for the future which will help solve some of the major educational needs of the country.

At present the Center is completing the first phase of its pilot program. A modest physical plant has been established; basic equipment

is operational; and most important of all, a staff has been recruited, was trained and is now an efficient working team. Essential instructional television services are provided to receiving schools including: producing videotaped telecourses; publishing allied materials including teachers' guides and students' workbooks; training educational planners, school administrators and classroom teachers; transmitting telelessons via closed circuit, 2500 MHz and open broadcast transmission systems; and, coordinating with receiving schools.

One hundred and thirteen public and private schools and more than 100,000 students in the Greater Manila area and the nearby provinces of Bulacan, Cavite and Rizal have received instruction by television. Four hundred and thirty-nine school administrators and three hundred and seventy three classroom teachers have been trained to use this new medium.

Initial feedback has been favorable. Instruction by television is a valid medium of in-school instruction with specific educational and pedagogical advantages including: the presentation of high quality instruction; the modernization of the curriculum; advanced in-service training for teachers; and, the introduction of audio-visual aids into school programs. Furthermore, it has advantages for solving specific Philippine educational problems such as: the shortage of qualified and specialist teachers, overworked teachers, insufficient and inappropriate textbooks, outdated curricula particularly in the area of Science and Mathematics, a lack of instructional aids and a high teacher-pupil ratio. Finally, it is felt that instruction by television could be particularly valuable in the Philippine context because of the medium's potential for efficiency and economy. These conclusions are the consensus of school administrators and classroom

teachers who have used the medium in one hundred and thirteen (113) public and private schools.

It has taken almost eight years for the Center to reach this stage of development and to obtain these tentative evaluative conclusions. This was a long time but understandable for a number of reasons. Instructional television is a relatively new means of educational technology even in industrialized countries. In fact, the work of the Center is one of the five pioneer ITV projects in developing countries and learning-by-doing, reflecting, replanning is a necessity because there are no precedents to learn from.

The Center for Educational Television is at long last an efficient instrument in the hands of experienced educators which must now be brought to bear on priority educational-pedagogical problems to determine its proper and optimal value. The importance of this new educational tool must be demonstrated to educators, government officials and financiers. To achieve these objectives the Center is presently preparing for the second phase of its pilot program stage: research. A Comprehensive Research Design has been prepared to study instructional television in the Philippine socio-economic-educational milieux.

## Plans

The ultimate aim of the Center program is to bolster the educational programs of public and private schools on the elementary and secondary levels throughout the country in the most beneficial, efficient and economic manner.

To effect this an initial development and expansion program must be started which will provide instructional television services to the thirty cities, municipalities, and regions of Luzon, the Visayas and Mindanao where there is sufficient daytime electrification.

But before instruction by television is extended outside the Greater Manila area an evaluative research program must be initiated to determine its most appropriate role in the formal education system.

In the meanwhile, the immediate concern is on the operation: how to continue to develop quality services and finance it.

## Financing

Financing the Center has always been problematic and, hence, past and present sources of funds will be recalled so that all possibilities for future financing can be considered. Emphasis will be placed on the Center for Educational Television although attention will also be given to the Inter-Island Broadcasting Corporation and the receiving schools which need financing in a long range instructional television program.

### Survey of the Past

Instructional television began in Manila in 1964 with the Ateneo de Manila University Closed Circuit Television Pilot Project and the Metropolitan Educational Television Association (METEA) National Program of Instruction by Television in Secondary Schools. Both these projects had different sponsoring groups but one main service organization, the Center for ETV. These two projects continued from 1964 up to 1968 when they were merged and the Center for ETV was incorporated.

During this early period there were three areas of expense in the instructional television program: the CCTV pilot project with its basic

services and the META operation; Channel 13 for transmission; and, the receiving schools. Each of these areas had capital costs and operating expenses as well as special projects to be funded.

The CCTV Pilot Project was provided land worth ₱1,000,000 and a building worth ₱200,000 by the Ateneo de Manila and equipment was provided for by two grants from the Ford Foundation. META was supported by The Asia Foundation. Operating expenses were provided primarily by income from school subscriptions, donations from private business and a subsidy from the Ateneo de Manila University before incorporation of the Center. After 1968 two special projects of the Center were financed by the Asia Foundation and the United States Information Service. (Confer Chart A and Subsidies Report for 1971-72)

The Inter-Island Broadcasting Corporation, a wholly owned subsidiary of San Miguel Corporation-Soriano y Cia, has provided airtime from 8 o'clock in the morning to 12 noon and then from 2 to 4 o'clock in the afternoon every school year since 1964 except 1965-66 when the Republic Broadcasting Corporation donated airtime.

The receiving schools have been responsible for obtaining their own television sets whether it be for the open broadcast, 2500 Megahertz or closed circuit systems. However, the Agency for International Development provided ₱100,000 for television sets for schools primarily of the open broadcast system in SY 1968-69. The 2500 Megahertz system for the most part bought their own television sets but also obtained some through the AID donation. The Ateneo de Manila University CCTV television sets were provided through the Ford Foundation grant. All schools provided their own operating expenses including student subscription fees, maintenance

of TV sets, and the cost of publications.

Financing two of the three aspects of the program has been difficult but television sets for pilot receiving schools has been particularly unsuccessful.

Report on the Present

This period extends from May 1971 to April 1972, the present fiscal year. The Center is still in a pilot program stage: setting up an efficient operation and preparing to undertake research and then plan for the future.

Efforts have been focused on making the Center a self-supporting operation. For this purpose sources of regular income have been pinpointed and particularly an institutional advertising program is being activated and a fund raising drive being undertaken. The fund raising drive will provide expenses primarily for capitalization during the two fiscal years 1971 through 1973. On the occasion of the fund raising drive funds to replace obsolete equipment and to obtain other equipment will be sought from foundations and from foreign governments e.g. Australia, Japan, Spain, the United States, etc. Confer Chart B.

During this period, Inter-Island Broadcasting Corporation donated airtime.

Ten schools in the open broadcast system bought television sets and a total of seventy-eight (78) schools received instruction by television. There were three more receiving schools than last year.

Plans for the Future

The ITV pilot program should continue but with an Evaluative Research Program. This phase will take approximately three years, from May 1972 to

April 1975.

A financing strategy for this period consists of consortium financing: all entities (the Center, IBC, and receiving schools) providing for their operating expenses with outside organizations providing capital costs.

The Center will provide for its own operating expenses from its regular courses of income and especially a new program of institutional advertising. Capital costs will be sought from foundations. Funds for the research program will be sought from the Department of Education and the Ford Foundation.

The Inter-Island Broadcasting Corporation or Channel 13 in Manila will continue to donate airtime but an effort will be made to discover how a financial return for these services can be made.

Television sets for receiving schools will be sought from the United Nations Development Programme and Philippine Business for Social Progress.

## Department of Education-Center Relationship

The Center for Educational Television is a unique organization in as much as it is a private incorporated foundation providing service to public and private schools. If the Center for Educational Television is to provide maximum quality service to schools of the Philippines, it should have direction and cooperation from educational leaders on all levels. As such it must be supervised by the Department of Education as well as be coordinated and integrated with the Bureaus of Public, Private and Vocational Schools. A number of means have been taken to insure proper management and quality control of this integrated instructional television pilot program.

## Guidance

The Secretary of Education will be the one directly in charge of the program. He will be guided by a policy making Instructional Television Council. The Director of the Center will be directly responsible to the Office of the Secretary of Education.

## Quality Control

Proper control of the production of telecourses and allied services will be provided on various levels: policy making, working groups and practical school problems.

### Policy Making

The Educational Council of the Center has as its main purpose to relate the Center to the educational circumstances of the country. This is the primary educational policy-making group. Its ex-officio members are the top ranking educators of the country including the Secretary and Undersecretary of Education, the Directors of the Bureaus of Public, Private and Vocational Schools; the Chairmen of the House of Representatives and Senate Committees' on Education; the President or Executive Secretaries of the Association of Christian Schools & Colleges, Catholic Educational Association of the Philippines, and the Philippine Association of Colleges and Universities; and the Superintendent of Manila City Schools.

### Academics

Since academic content and pedagogical techniques are of the utmost importance in instructional television there are two main groups assisting

the Academic Coordinator in the Center in these areas: Curriculum Planners and Subject Area Specialists.

The purpose of the Curriculum Planners is to provide advice on the new courses to be produced. There are representatives from the Bureaus of Public, Private and Vocational Schools as well as accepted experts from such places as the Ateneo de Manila University, the University of the Philippines and other colleges, organizations and universities.

The Subject Area Specialists are trained and experienced individuals in particular subject areas who are Syllabus Planners and Telecourse Evaluators. Syllabus Planners are responsible for preparing the syllabus for each telecourse. Telecourse Evaluators appraise each telelesson on its academic content.

The purpose of these groups is to provide the highest quality academic content and pedagogical techniques which will be acceptable to as many students as possible from the public, private and vocational schools. Hence, there are representatives of all three systems.

School Problems

Since there always are problems which will face the schools in instructional television, the Center has a School Senate to help in solving these problems. The Senate is made up of the best trained and most experienced school principals or assistant principals and supervisors. This group meets regularly or on special occasions to solve problems which have cropped up in the course of the year. All types of schools utilizing instructional television are represented.

* * * * *

The Department of Education supervises the Instructional Television Pilot Program on various levels. However, since this is still a pilot program seeking to find the optimum manner of meeting all situations, this relationship will be closely scrutinized and readily adapted to new needs and reorganization.

## Conclusion

These few pages have tried to describe the status of instructional television as it is in Manila today; set the goals for an ITV program throughout the country; present some of the facts of past financing and plans for future financing; and, indicate the growing relationship between the Center and the Department of Education.

The Center is now ready to prove its value to Philippine education and, hence, will soon begin a research program.

The proposed financing scheme is basically one of consortium financing: giving responsibility for basic operating expenses to the main groups involved i.e. the Center, IBC and the schools; with capital costs shouldered by foundations or international funding organizations. This plan must now be implemented.

These plans should be implemented and can be facilitated by a closed relationship with the Department of Education.

January 1972

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# THE CENTER FOR EDUCATIONAL TELEVISION, INC.
# ANNUAL REPORT FOR FY 1972-73

(Ateneo de Manila University Campus, Quezon City, Philippines)

This report will be in two parts: a Review of FY 1972-73 and a preview of Plans for FY 1973-74.

## REVIEW

The review will include a narration of the development in the relations of the Center with key associated organizations; events of the past year which have indicated trends for the future; and, the operational status of the Center.

### External Relations

The Ateneo de Manila University was an original co-sponsor (with the Ford Foundation) as well as its campus being the site of the Center physical plant. In 1968 the Center became a separate incorporate entity. Now the Center relationship with the University has been partially clarified by the new President of the University. The Center is not an auxiliary unit of the University because "neither its budget, salaries nor administration comes under the control and administration of the University." There still seems to be some question as to whether or not the Center is a "federated unit" or a separate foundation located on the Ateneo campus.

Since 1964 (except for School Year 1966-67) Channel 13 of the Inter-Island Broadcasting Corporation has provided

broadcast transmission time from 8:00-12:00 AM and 2:00-4:00 PM, Monday through Friday during the approximately 186 class days of the school year. The Center telecourses are sent by microwave link to Channel 13 and then rebroadcast. Now, the Center is not only responsible for providing telecourses for in school use but has undertaken the responsibility for total Channel 13 programming during these hours. All these programs fit within the general category of educational television.

Work with the Bureau of Public Schools is closer than last year in terms of the formality of our relationship. The same Center ITV services are being given to both public and private schools but there is a more formally acknowledged and coordinated working relationship with the Bureau.

No further progress has been made on the Center project study, "Towards a National Instructional Television Service," which was presented to the Department of Education (now called the Department of Education and Culture) and then passed on for further study to the Board of National Education. The BNE must give the project priority status before the Education Task Force or the recently set up Office of Planning and Research can prepare a feasibility study on it.

It should be noted that the franchise for a Channel allocation which has been sought from Congress since 1968 has still not materialized. For transmission service we are dependent upon the broadcasting franchise of the Inter-Island Broadcasting Corporation for the legality of CETV open broadcast and 2500 MHz transmission.

Events and Trends

Some of the events of the past year have taken on the strength of force majeure in their effects on the Center. The incessant typhoon rains and the subsequent catastrophic floods during July 1972 had the result of cancelling the planned fund raising drive because the basic rehabilitation needs of the flood victims for food, medicines, clothing and shelter took priority over any donations to the Center. Subsequently it was decided that fund raising would be permanently dropped and efforts would be made to generate income from services rendered to other groups.

The declaration of Martial Law and the statement of guidelines of the New Society resulted in the operation of fewer Mass Media organizations throughout the country. More specifically only three (out of the previous seven) television stations in Manila are now on the air and there is less entertainment programming and a greater emphasis on

informational programs especially concerning the requirements of the government. There is an implied emphasis on educational programming.

A further effect of the New Society regulations is the cancellation of tax exemptions even for foundations certified by the National Science Development Board. This will probably mean higher taxes on imported materials.

It should be noted also that one of the requirements of the New Constitution which has been promulgated is that all Mass Media organizations must be 100% Filipino owned and managed. This probably will not affect the ownership and management of the Center because it is in reality an instructional television service center which can rely on other organizations for transmission. However, it most likely means that the Center cannot obtain a broadcasting franchise with its present ownership and management.

Operational Developments

Internal Center developments have been many. Financially the Center is much more stable than ever before since it has generated sufficient income for its operation and for the liquidation all its dollar liabilities. While the electronic equipment of the Center is now nine (9) years old (four years

older than the normal life span of electronic equipment) it is still in fairly good working condition (i.e. machine breakdowns of approximately ten percent). There are en route from Georgetown University in the United States donations of two second hand Image Orthicon cameras and two second hand Videotape Recorders which will allow for higher quality production. The physical plant space has been increased by renting office space at a nominal sum from the Manila Observatory, a building adjacent to the Center. The number of personnel has decreased from last year primarily for economic purposes but a basic staff is still on hand. With recent turnovers the key positions of Department Heads and Staff Officers are now handled by a better trained and more experienced group.

Perhaps the most significant development has been in the area of programming. The Center has undertaken two new jobs: one with the Presidential Arm on Community Development and one with the Philippine Business for Social Progress both in the area of educational programming but via films rather than television. Just recently a study on programming has been accomplished which laid the guidelines for future work in non-formal education by television. This will be minimally implemented in our work for the Inter-Island Broadcasting Corporation via Channel 13 during the last part of this fiscal year. Non-formal education

by television will be attempted next year with other organizations but primarily with departments of the Government e.g. the Department of Social Welfare, the National Manpower and Youth Council, the Population Commission, etc.

The CETV Production Department has finished a study on the production process and techniques which maximizes efficiency and substantially economizes this operations. One, twenty to thirty minute videotaping can be accomplished in less than a four hour studio session; and, approximately ten courses (of forty programs) can be produced each year.

## PLANS

The Center plans for the future are: long range, medium range and short term.

### Long Range

The new long range goal of the Center is to establish a financially self supporting organization producing formal and non-formal educational television programs while providing allied instructional television services.

### Medium Range

Revised medium range plans are for FY 1973 through 1976. Because it does not seem possible to attain a balanced

formal and non-formal educational television production status and at the same time provide good instructional television services, there should be a period of approximately three (3) years to achieve this new complex goal. The more immediate emphasis will be on achieving financial viability by producing of non-formal educational programs while providing minimal instructional television services. Later on, balanced non-formal and formal educational programming-production will be targeted. Finally, instructional television services can be improved and even developed to other regions in the country.

Short Term

Short term plans are for FY 1973-74. The immediate objective is to generate income by producing non-formal and formal education programs. Representative program series in the areas of non-formal education will be initiated with groups which have shown a desire or need for this service. Such program series include: a Pre-School Children's Series with the Department of Social Welfare; Elementary Teacher Training for Music Education with the Fund for Assistance to Private Education; Family Planning with the Population Commission; Professional Business Training with the First National City Bank; Vocational Training with the National Manpower and Youth Council;

Urban Cooperatives with the Department of Local Government and Community Development; and, Nutrition Education with Philippine Business for Social Progress.

A secondary objective is to continue formal education by television services so that the experience which has developed in the past will not be lost. Efforts will be made to continue and even improve all instructional television services. Tentative negotiations with PhilComSat are to extend the transmission system by means of Intelsat to schools in Davao. It is possible that a science series for Grades 1-10 will be produced with financial assistance from the National Science Development Board.

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The Center for Educational Television has suffered setbacks and achieved advances during FY 1972-73. It has adapted to external and internal forces. A major and significant decision extended CETV activities to the field of non-formal education by television which promises further Center growth and development and financial viability. But the Center, as a new type of organization, is still searching for its proper role within the Philippine socio-economic-political context.